



Checklist for Successful Campaigns

The items on this checklist will be used in judging teams' final reports. Project managers are happy to help with any aspect of the application and will be available to help throughout the year with campaign planning, implementation, or evaluation.

- ☐ Adviser appointed
- ☐ Identify campaign goal/traffic safety topic
- ☐ Identify method for campaign evaluation
- ☐ Develop campaign name/slogan
- ☐ Submit planned budget
- ☐ Campaign has school-wide applicability
- ☐ Campaign integrates Ford Driving Skills for Life (drivingskillsforlife.com)
- ☐ Campaign integrates AAA Keys2Drive (teendriving.AAA.com)
- ☐ Three potential campaign events are developed
- ☐ Plan to involve the community
- ☐ Plan to involve the media

Questions

If you have any questions about your campaign please contact your project manager, e-mail Rebecca Gidley at gidleyre@msu.edu, or contact Linda Fech at (517) 241-2533 or fechl@michigan.gov.